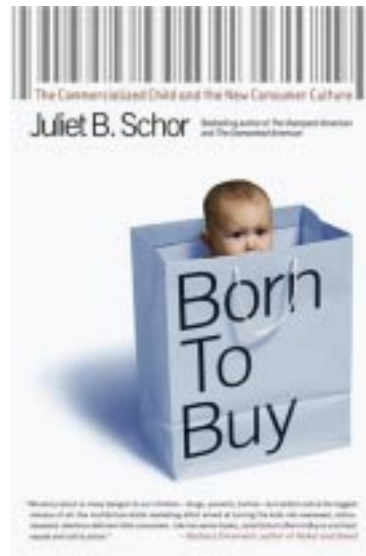


Juliet B. Schor

**Social Economist,
Professor and Author of
“Born to Buy: The
Commercialized Child
and the New Consumer
Culture”**



Juliet B. Schor, professor of sociology at Boston College and a nationally-recognized social economist, will discuss her new book “Born to Buy: The Commercialized Child and the New Consumer Culture.” An economist by training, she is the author of the 1991 best-seller “The Overworked American: The Unexpected Decline of Leisure,” which portrayed the U.S. workforce as increasingly “time-poor.” Other publications by Schor include “The Overspent American: Upscaling, Downshifting, and the New Consumer,” which probed the social roots of U.S. consumerism; and “Do Americans Shop Too Much?” and “The Consumer Society Reader.”

**Noon, Friday, Oct. 1
Versailles Room, Westgate Hotel
1051 Second Ave. in Downtown San Diego**

For reservations: 619-687-3580 or cityclubofsandiego@prodigy.net

Part of the “Great American Writers Series”

\$25 for City Club members, \$35 for non-members and the cost includes lunch.

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